

History of NTO in Wisconsin Job Centers

Wisconsin's employment and training system has had a long and active history in promoting nontraditional occupations for women. The new and most current initiative, nontraditional occupations in Wisconsin Job Centers, began when Wisconsin received Nontraditional Employment for Women Act (NEWA) demonstration funds. In 1991, Congress passed the NEWA to make demonstration funds available to states to develop model programs for helping women obtain nontraditional jobs. Wisconsin's model program was targeted to Job Centers.

1995 – DWD/DWE received a DOL Women's Bureau demonstration grant to create and integrate a model NTO process for Job Centers. Results from this project were the following:

- NTO Tool Kit and Resource Disks
- NTO Recommendations for what Job Centers need to do to make it friendly for NTO.
- NTO Leadership Team
- NTO Job Center Standards
- JTPA 8% WTCSB Funds for Technical Assistance

1998 – DWE implemented a Job Center grant to provide technical assistance to Job Centers in integrating products and activities from the Women's Bureau demonstration grant.

- Contracted with a consultant to provide technical assistance to Job Centers. Dane County and Sheboygan/Fond du lac Job Centers both created an NTO Task Force.
- NTO Resource Guide
- Power Point Presentation and other resources

1999 – Creation of the NTO Project Assistance Team to help integrate the NTO tools and resources in Division of Workforce Solution activities.

2002 – Reinstatement of the NTO Project Assistant Team. The focus was expanded to include men. A major accomplishment was planning and implementing the Department's NTO web site.

2004 – Creation of the NTO Technical Assistance Team. It is an advisory body to the Division of Workforce Solutions (DWS) on non-traditional occupations for women and men through Wisconsin Job Centers. Following are its goals and objectives

Goal: To be a support and resource for the Division, Job Centers, and other partners in their efforts to provide information on nontraditional occupations to their customers.

Objectives:

1. Assist the Division in providing technical assistance in NTO.
2. Periodically review the Department's NTO web-site to offer suggestions on the content and updating of material.
3. Offer recommendations to the Division on the marketing of NTO, especially in skill shortage occupations.
4. Assist the Division in reviewing and updating its NTO publications targeted to Job Centers.